GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4049
ANSWERED ON:20.03.2015
REGULATIONS FOR ADVERTISEMENTS
Yadav Shri Hukmdev Narayan

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the regulations governing the publishing of advertisements in the Government publications;

(b) the number of private periodicals published in Delhi to which Government advertisements are issued along with the amount paid for the purpose;

(c) whether any complaints have been received by the Government regarding non- payment to writers for their articles/publications by the private publishers; and

(d) if so, the details thereof and the corrective measures taken by the Government in this regard?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING
{COL RAJYAVARDHAN RATHORE (Retd.)}

(a) In pursuance of the policy to uphold the freedom of press, the Government does not interfere in the functioning of the Press. However, the Press Council of India (PCI), a statutory autonomous body, has been set up under the Press Council Act, 1978 to maintain and improve the standards of newspapers and news agencies in India and also to inculcate principles of self-regulation among the press. The PCI, in furtherance of its objective under Section 13(2) of the Act has formulated `Norms of Journalistic Conduct` for adherence by the print media. The relevant Norm 36 on the subject `Advertisements` is uploaded in the link http://presscouncil.nic.in/ OldWebsite/NORMS-2010.pdf. The role of PCI comes into play after the publication of the contents. The PCI takes cognizance, suo-motu or on complaints, of the contents in print media which are in violation of the `Norms of Journalistic Conduct`.`

Further, Directorate of Advertising and Visual Publicity (DAVP), the nodal agency for release of Government advertisements on behalf of various Central Government Ministries/Departments releases advertisements to the publications (i.e. Newspapers/ Periodicals), as per the provisions mentioned in the Advertisement Policy w.e.f. 2nd October, 2007, which is uploaded in the official website of DAVP, www.davp.nic.in, under the sub-head 'Advertisement Policy' in the head 'Newspapers'. However, there is no separate regulation for Government publications.

(b) The number of publications published from Delhi which are on the panel of DAVP as on date is 497 and the total amount of advertisements given to these periodicals is Rs. 18.45 Crore during the current financial year 2014-15 (upto 16.3.2015).

(c) and (d) No complaints has been received by the Government regarding non-payment to writers for their articles/publications by the private publishers.